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causing the latent image to provide alphanumeric information relating to the motion picture.

44. A method as defined in claim 43, further comprising: monitoring the intensity of light reflected from the main screen;

adjusting the intensity of the light projected onto the viewing screen based on the intensity of the light reflected from the main screen.

45. A latent-image projection system for use with an amusement ride, for creating visual images to entertain viewers of said ride, comprising:

a viewing screen that diffusely reflects incident light without changing the light's polarization;

a latent-image projector that projects onto the screen a polarization-encoded latent image that is imperceptible to a viewer who directly views the screen, wherein the latent image is associated with a predetermined polarization orientation; and

an analyzer located between the screen and one or more selected viewers of said ride, said analyzer configured with predetermined dimensions relative to the screen and positioned a predetermined distance from the screen to enable joint viewing through said analyzer by

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said selected viewers, wherein the analyzer has a preferential polarization orientation that is aligned with the predetermined polarization orientation associated with the latent image, so that a selected viewer, who uses the analyzer to view the screen, may perceive the latent image.

46. A method using a latent image to create visual images for entertaining viewers of said amusement ride, comprising:

projecting light having a polarization-encoded latent image onto a polarization-preserving viewing screen that diffusely reflects incident light, wherein the latent image is imperceptible to a viewer who directly views the screen; and

analyzing in a selected with an analyzer with predetermined dimensions relative to said viewing screen and positioned a predetermined distance from said viewing screen for one or more selected viewers of said amusement ride the light reflected from the screen so that the selected viewers may jointly perceive the latent image through the screen.

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